PROCLAMATION

SECRETARIES WEEK

Modern society is dependent upon efficient communication, and modern communication rests largely in the hands of our office secretaries. No businessman or governmental official of today is more efficient than is his secretary.

As the businessman and governmental official have become ever increasingly busy, and as the communications load of an ever more complex society has weighed upon us more heavily each year, the secretary has become more and more a key person in the operation of an office. Secretaries have come to be depended upon not merely for a high level of technical skills in the operation of complex machines and in the taking of shorthand, but they have also been given responsibility for countless details. And, perhaps as important as anything they do, secretaries have become in effect, public relations officers for their employers. The way in which an employer and his office is perceived by other persons often depends to a very great degree upon the diplomatic and social skills of the secretary.

The important role that secretaries play in the economic and governmental life of America has been recognized by establishing the last week in April as Secretaries Week, and Wednesday, April 26, has been designated as Secretaries Day. It is fitting that since all citizens of South Dakota benefit from the efforts of our secretaries who keep in operation the machinery of business, industry, the professions and government, we should all join in this salutation.

THEREFORE, I, ARCHIE GUBBRUD, Governor of the State of South Dakota, hereby proclaim the period from April 23 through April 29, 1961, as SECRETARIES WEEK and Wednesday, April 26,1961 as SECRETARIES DAY in South Dakota, and urge that not only the employers they serve but all those who benefit from their efficient and loyal service pay public tribute to the secretaries of our state, and to their constant improvement of the secretarial profession which has made it truly a silent partner in American business.

Given under my hand and the Great Seal of the State of South Dakota this 22 day of April in the Year of Our Lord, One Thousand Nine Hundred and Sixty-One.

Archie Gubbrud
Governor, South Dakota

ATTEST:

Secretary of State

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